sector units in the heavy industry sector; and

(b) if so, the details thereof?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): (a) and (b) Yes, Sir. The strategies formulated for the Public Enterprises under the Department of Heavy Industry include:

(i) Permitting BHEL, which has potential to become a global giant, to access the investment fund out of the disinvestment proceeds, to enable it to offer internationally competitive financial and credit packages;

(ii) Formation of Joint Ventures for one or more of their units in order to enhance the competitiveness and viability of the enterprises by infusion of technology, modern management techniques and marketing strength; and

(iii) Creation of a revolving fund from out of 10% of the disinvestment proceeds for infusion of funds in accordance with approved rehabilitation schemes to facilitate quick implementation of trun-around plans.

Expenditure on advertisement by Coir Board

204. SHRI SUDHIR RANJAN MAJUMDAR: Will the Minister of INDUSTRY be pleased to state the total money spent by Coir Board for advertisement alongwith the details of the method of giving advertisement?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): Coir Board have reported that during the current year (upto 31-12-96) a total amount of Rs. 41,73,196.95 was spent on advertisement. The mode of advertisement is T.V. publicity, press publicity, spot publicity, hoardings, etc. The T.V. publicity is done mainly through the Doordarshan by telecasting the T.V. Commercial. The advertisements through press are released in prominent dailies in English, Hindi and vernacular local languages. The spot publicity is aimed at promotion of sales of coir products of individual showrooms. The hoardings are erected in commercial towns and cities.

Open sky policy

205. SHRI SANATAN BISI: Will the Minister of INDUSTRY be pleased to state the details of the "Open Skies Policy" formulated by the Foreign Investment Promotion Board (FIPB)?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): No "Open Sky Policy" has been formulated by the Foreign Investment Promotion Board (FIPB).

Back door privatisation of PSUs

206. PROF. RAM KAPSE: Will the Minister of INDUSTRY be pleased to state:

(a) whether Government have initiated a move to take out Public Sector Undertakings from the purview of the Companies Act of 1956;

(b) if so, the details thereof;

(c) whether this is being done under the garb of providing autonomy to PSUs, in an attempt to privatise them through the back door; and

(d) if so, details thereof along with reasons therefor?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): (a) No, Sir.

(b) to (d) Do not arise.

Revival plan for PSUs

207. SHRI JAYANT KUMAR MALHOUTRA: Will the Minister of INDUSTRY be pleased to state:

(a) whether the master plan for reviving Public Sector Undertaking has been finalised; and